Medical Tourism Facts and Figures 2016

Description:
Is medical tourism thriving, dying, static or growing?

Who are the rising stars and who have peaked and fallen?

Fortunes can rise and fall in months, while potential is more variable by region, country and even within countries -than has ever been the case- and that also applies to demand. Countries thought of as solid leaders have hit serious trouble, while previous no hopers are doing well.

Key Points
- The global demand for medical tourism is changing
- Some major medical tourism countries are struggling
- Other countries see increasing numbers
- Where patients go is changing fast
- What patients go for is transforming
- Some strategies and marketing are working well
- Strategies that used to work are failing

Global medical tourism growth has remained static over the last five years, with an estimated 7 million customers. What is changing rapidly is each country’s share of the total. Domestic medical tourism is increasing, with up to 3 million consumers, while health and wellness tourism has over 50 million customers each year.

Trying to keep up to date with the ever changing medical tourism and healthcare, health insurance, and regulation activity in every country is like walking backwards up an escalator- stand still and you go backwards. The idea that it is one global price-driven market is simplistic and out of date, as what makes medical tourism interesting is the ability to adapt to good and bad news.

Every country and organisation needs to update and refine its medical tourism strategy and to do that they need to know the latest on which countries are doing well or badly, who goes there, the treatment they seek and why they go there. Strategy cannot be decided in a bubble-it needs full knowledge of what is happening now in medical tourism. What worked in 2015 may fail in 2017.

To continue to be successful in medical tourism you need to understand how medical tourism and healthcare and health insurance work in each targeted country- and what governments are or are no longer doing on promoting medical tourism. This report looks at the now and the future-in the context of the past-so is essential reading to any organisation serious about medical tourism.

The report discusses the dynamics of medical tourism, providing insights into the supply chain, business models, products and the targeted consumer- and how the rise of medical tourism portals is having an effect. With background material suitable for both experts and newcomers to medical tourism and bang up to date numbers-this is a report you cannot afford to ignore.
- Global medical tourism figures illusions
- Top global destinations
- Top European destinations
- Top outbound destinations
- Top Health and wellness destinations
- Global medical tourism potential
- Global medical tourism outbound potential
- Regional medical tourism potential
- Global tourism and medical tourism
- Global figures on travel and tourism
- Health and wellness tourism figures
- Health and wellness tourism potential
- Health and wellness trends
- Wellness travel trends
- Medical tourism revenue
- Health and wellness tourism revenue
- Terrorism

3. International Medical Tourism Market
- International medical tourism
- Regional medical tourism
- Domestic medical tourism
- Distribution
- Agencies
- Agency collapses
- Agency frauds
- Agency scams
- Agency regulation
- Agency requirements of hospitals
- Agent training and education
- Advertising regulation
- Advertising regulation case studies
- Apps
- Consumer Rights Act 2015
- International medical accreditation
- Legal and ethical issues
- Medical cruise tourism
- Medical negligence
- Medical price comparisons
- Medical price comparisons sites
- Medical tourism comparison sites
- Mobile technology
- Political risks
- Pricing
- Price regulation
- Smart phones
- Social media
- Television channels
- Travel agencies and tour operators
- Videos

4. Medical Tourism Customers
- Defining medical tourists
- Customer demand
- Age
- Carers
- Older customers
- Patient satisfaction
- Safety
- Security and terrorism
- Taking time to be a tourist
- Uninsured Americans
- VIP patients
- Waiting times
- Why people become medical tourists
- Why people may become medical tourists
- World events and terrorism

5. Medical Tourism Products
- Addiction treatment
- Birth tourism
- Cancer
- Cosmetic surgery
- Cosmetic surgery standards
- Cosmetic surgery safety
- Dental treatment
- Diabetes treatment
- Elderly care
- Eye care
- Eye care safety
- Fertility treatment
- Obesity treatment
- Obesity treatment regulation
- Organ transplants
- Organ transplant legislation
- Sex change tourism
- Spa types
- Spas and wellness
- Sports medical tourism
- Stem cell treatment

6. Health Insurance
- Compulsory health insurance
- International health insurance and medical tourism
- Voluntary health insurance in Europe
- Medical evacuation and repatriation
- Medical tourism and insurance
- Medical travel insurance
- Health insurance and universal healthcare
- Health insurance trade bodies
- Health insurance comparison sites

7. Global Research On Healthcare

8. Global Research On Travel

9. Regional Research On Healthcare

10. Regional Research On Travel

11. Regional Information
- Africa
- Americas
- Asia
- Australasia
- Caribbean
- Europe
- Middle East

12. Organisations
- International medical organisations
- Global medical tourism trade bodies
- Regional medical tourism trade bodies
- International medical accreditation organisations
- International medical tourism accreditation organisations

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